

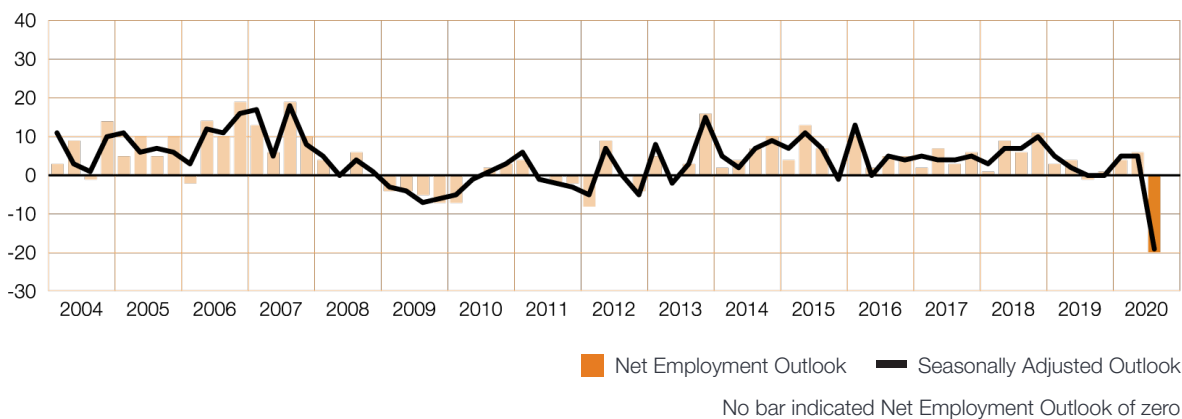


ManpowerGroup®



Hiring intentions fall in North West

With a Net Employment Outlook of -19%, employers report the weakest hiring intentions in 20 years for the July to September period. The Outlook declines by a steep margin of 24 percentage points when compared with the previous quarter and is 19 percentage points weaker when compared with Quarter 3 2019.



Q3 2020

MARKET OVERVIEW

Employers in the North-West are second least confident of any UK region for the upcoming three months. In total, 70% of employers in the North West have seen their business activity suspended by 50-100% due to COVID-19. The manufacturing sector has been impacted by plant closures, with many of the region's major producers halting activity over the duration of the lockdown. Many employers cite social distancing protocols are restricting further hiring however – struggling to allocate enough space to accommodate new workers inside their factories rather than falling demand. Online training programmes are also being used to onboard new staff at speed as employers embrace new levels of versatility through the crisis.

Roles within food retail and logistics have still been on the rise through the lockdown, with many big-name employers actively on the lookout for support in these areas. In line with the national average, 56% of employers anticipate normal hiring levels to resume within 12 months, whereas 29% anticipate a return to pre-COVID hiring levels within three months.